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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91124762
Party	Plaintiff Kapalua Land Company Ltd.
Correspondence Address	TIMOTHY ESAKI MAUI LAND & PINEAPPLE CO., INC. 200 VILLAGE ROAD LAHAINA, MAUI, HI 96761 UNITED STATES
Submission	Appearance of Counsel/Power of Attorney
Filer's Name	Martin E. Hsia, Reg. No. 32,471
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Signature	/Martin E. Hsia/
Date	12/15/2010
Attachments	Notice of Appearance and Appointment of New Counsel.pdf ( 3 pages )(78484 bytes )

**IN THE UNITED STATES PATENT & TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

KAPALUA LAND COMPANY, LTD.,	)	
	)	
Opposer,	)	
	)	Opposition No. 91124762
v.	)	Cancellation No. 92040092
	)	
INTERFASHION LTD., B.V.I.,	)	
	)	
Applicant.	)	
_____	)	

**NOTICE OF APPEARANCE AND APPOINTMENT OF NEW COUNSEL**

TO: JOSEPH F. SCHMIDT, ESQ.  
Husch Blackwell Sanders Welsh & Katz  
120 South Riverside Plaza, 22<sup>nd</sup> Floor  
Chicago, IL 60606-3912

Attorney for Applicant and Respondent

Pursuant to TBMP § 114.03 and the Board's Order dated November 23, 2010,

Notice is hereby given that MARTIN E. HSIA, ESQ. and COLIN O. MIWA, ESQ. of the firm of CADES SCHUTTE, a Limited Liability Law Partnership, located at 1000 Bishop Street, Suite 1200, Honolulu, Hawaii 96813, telephone (808) 521-9200, are hereby appointed as counsel for Opposer and Petitioner KAPALUA LAND COMPANY, LTD. to represent it in the above-referenced consolidated proceeding and to transact all business in the U.S. Patent and Trademark Office in connection therewith.

DATED: Honolulu, Hawaii, December 13, 2010.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Tim Esaki", is written over a horizontal line.

Tim Esaki  
Chief Financial Officer  
Maui Pineapple Company, Ltd.  
200 Village Road  
Lahaina, Maui, Hawaii 96761

Representative of Opposer and Petitioner  
KAPALUA LAND COMPANY, LTD.

**CERTIFICATE OF SERVICE**

I HEREBY CERTIFY that a true and correct copy of NOTICE OF  
APPEARANCE AND APPOINTMENT OF NEW COUNSEL was mailed this 15<sup>th</sup> day of  
December , 2010 to:

JOSEPH F. SCHMIDT, ESQ.  
Husch Blackwell Sanders Welsh & Katz  
120 South Riverside Plaza, 22<sup>nd</sup> Floor  
Chicago, IL 60606-3912

Attorney for Applicant and Respondent

DATED: Honolulu, Hawaii, December 15, 2010.



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KAPALUA LAND COMPANY, LTD.